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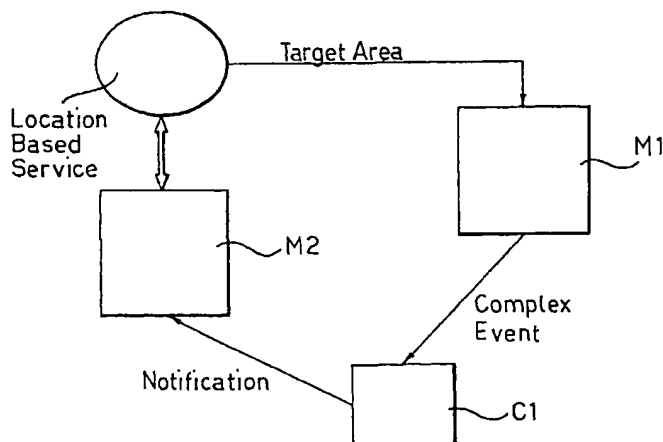
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(54) Title: METHOD FOR GENERATING TRIGGERS BASED ON THE POSITION OF A TERMINAL IN A MOBILE COMMUNICATION NETWORK, RELATED NETWORK AND COMPUTER PROGRAM PRODUCT THEREFOR



(57) Abstract: Triggers for the provision of location based services in a mobile communication network supporting a plurality of mobile terminals over a given territory, are generated by: defining a set of target areas within the territory covered by the network, each target area being identified by respective geographic data, transforming (M1) the geographic data in a respective set of values of network related entities, the respective set of values being expected to be encountered by a mobile terminal when located in the corresponding target area, monitoring (C1) the values comprised in the respective set as experienced by at least one monitored mobile terminal in the mobile communication network, checking (C1) whether the values as monitored match with the set of values are expected to be encountered, and when a match is found, which is indicative of said monitored mobile terminal being located in a given target area of said set, generating a trigger for prompting delivery of location based services related to the target area considered towards the monitored mobile terminal.



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